

## Every Investor's Main Goal

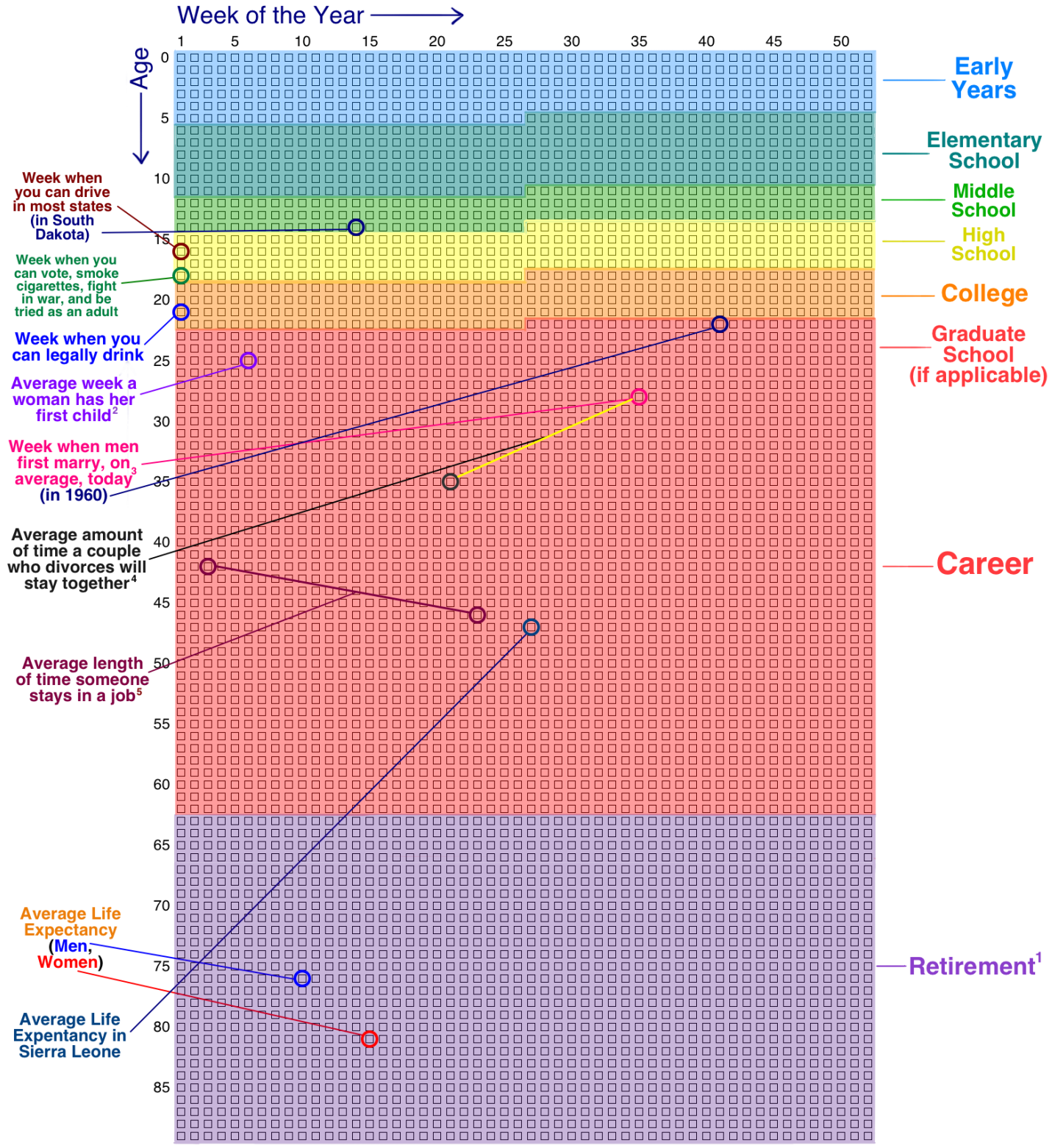
Every investor's main goal should be fully funding their retirement, not keeping pace with the market at all times.

Not only do emotional mistakes often lead to disappointing long-term returns, but also substantial short-term losses, which is why sticking to a disciplined and diversified investment approach throughout your working years is so critical.

As you can see in the illustration below - which shows the average American's life in weeks - you may need to stretch your savings out over several decades.

Puts things in perspective, doesn't it?

# The Life of a Typical American



waitbutwhy.com